

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

November 12, 1997

RJR Account #180000  
R. Rinde  
ELMIRA DISTRIBUTING

**WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008**

Dear Rich:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
2	Winston Filter Box	12300-24876
2	Winston Light Box	12300-22772

**PO #120897**

<u>Product / Premium Arrival:</u>	<u>December 8, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: January 5, 1998</u>

**Displays (Item #536285)**

<u>SKU CUBE:</u>	0.8260
<u>SKU WT (w/o Product):</u>	1.5000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Full Price Cartons
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<u>EFT \$ Amount:</u>	<u>\$1,095.13</u>
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.70¢ 2-Pack Tear Tape  
ELMIRA DISTRIBUTING

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: A. Zecca

L. E. MacWilliams

**Note to RJR Manager:**

**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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WHOLESALE : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>  
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO  
 TEMPLATE SEQ : 0022  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204		666526	NICHOLS TRAVEL PLAZ	EXIT 62, ROUTE #1	NICHOLS	NY	13812	1				(607)699-3104
162602	162225	430853	RETOSF SHUR SAVE	2727 GENESEE ST.	RETOSF	NY	14539	1				(716)243-2426
162604	162225	269729	WAYLAND FOODMART	E NAPLES ST	WAYLAND	NY	14572	1	NYS			(716)728-2821
162605	162228	269635	FOODMART	328 PARK AVE	CORNING	NY	14830	1				(607)962-3221
162605	162231	597271	BIG M	15 MAIN STREET	SPENCER	NY	14883	1				(607)589-4999
162605		727822	QUICK STOP BEV & GR	1331 COLLEGE AVE	ELMIRA	NY	14901	1				
162605	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1				(607)796-9208
162605		429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	1				(315)548-5046
162605	162225	595846	POPPERS	110 VICTORY HWY	PAINTED POST	NY	14870	1				(607)936-0266
162605	162624	647713	STOP 21	RT. 21 & ARMINCTO	PALMYRA	NY	14522	2				(315)597-6300
162605	162228	708676	CAESAR'S SOUTHTOWN	SOUTHTOWN PLAZA-C	ELMIRA	NY	14904	1				(607)734-4296
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	1				(716)394-4490
162605	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1				(607)739-5401
162605	162225	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869	1				(607)594-3846
162605	162228	762547	CAESARS	2077 LAKE RD	ELMIRA HEIGHTS	NY	14903	1				(607)734-2419
162605	162228	762549	ON THE WAY	102 S MAIN ST	ELMIRA	NY	14904	1				(607)734-5200
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607)732-1275
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	1	NYS			(607)535-7515
162605	162225	764298	MAPHIS EGGLEND	CATHERINE RD	ODESSA	NY	14869	1	NYS			(607)594-3688
162605	162225	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1	NYS			(607)936-4552
162605	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845	1	NYS			(607)739-8958
162605	162225	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	1	NYS	0990-0000		(607)962-7675
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	1				(607)324-1560

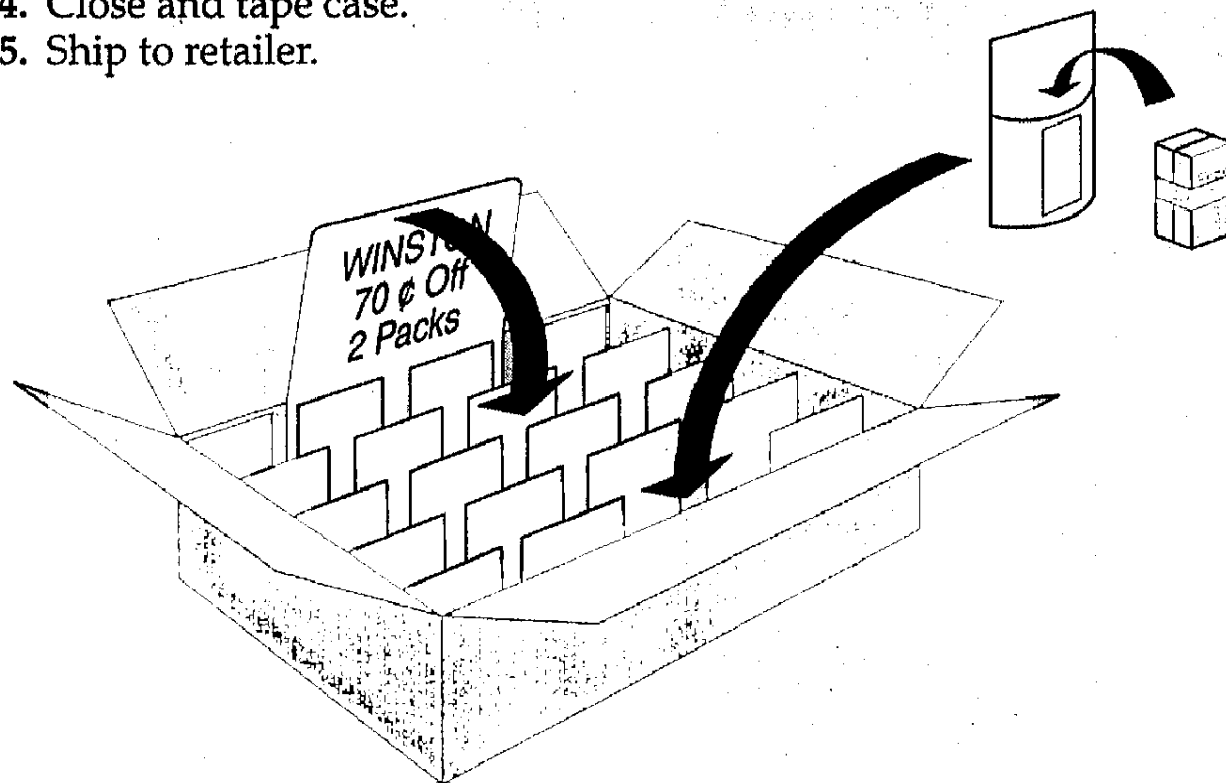
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TEMPLATE TOTAL ACCOUNTS 23 TOTAL QUANTITY 24

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**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR. '98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item: # 536285****Description: WINSTON .70/2 PK / POS Kit**

Brand Style	FF BOX	LT BOX				
Number of Cartons	2	2				

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